

Attorney's Docket No.: BRAN.P007.A

**DECLARATION AND POWER OF ATTORNEY  
FOR ORIGINAL U.S. PATENT APPLICATION**

As a below-named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe that I am an original, first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled: **DYNAMIC TRACKING, ANALYSIS AND ACQUISITION OF E-COMMERCE ADVERTISING CHANNELS FOR TOLL-FREE MARKETS**, the specification of which,

- (check one)
1. ☒ is attached hereto.
  2. ☐ was filed on as  
U.S. Application Serial No. \_\_\_\_\_  
and was amended on \_\_\_\_\_
  3. ☐ was filed on \_\_\_\_\_ as  
International PCT Application Serial No. \_\_\_\_\_  
and was amended on \_\_\_\_\_

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, CFR § 1.56.

I hereby claim foreign priority benefits under Title 35, United States code, § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT International application which designated at least one country other than the United States, listed below and have identified below, by checking the box, any foreign application of patent or inventor's certificate, or PCT International application having a filing date before that of the application on which priority is claimed:

**Prior Foreign Application(s): NONE**

Priority Benefits  
Claimed?

☐ Yes ☐ No

\_\_\_\_\_  
(Appl. No.)                      (Country)                      (Filing Date)

I hereby claim the benefit under 35 U.S.C. § 119(e) of any United States provisional application(s) listed below:

60/457,794                      March 26, 2003  
(Application Serial No.)                      (Filing Date)

\_\_\_\_\_  
(Application Serial No.)                      (Filing Date)

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s), or § 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application.

**Prior U.S. Application(s)**

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10/407.321

(Application Serial No.)

April 4, 2003

(Filing Date)

Pending

(Status-patented, pending, abandoned)

(Application Serial No.)

(Filing Date)

(Status-patented, pending, abandoned)

And I hereby appoint: David Bogart Dort (Reg. No. 50,213) and Brad R. Close (Registration under 10.9) of the law firm of DORT CLOSE IP LAW GROUP PLLC, (Customer No. 42389) as my principal attorneys and/or agents to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith.

**Send Correspondence to:****Customer No. 42389****DORT CLOSE IP LAW GROUP PLLC****Box 66148, Washington Square Station****Washington DC 20035****Direct Telephone Calls To:****David Bogart Dort at telephone number (800)-370-9397**

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

**Typewritten Full Name of****First Inventor:**Scott Dresden**Citizenship:** United States**Inventor's Signature:****Date of Signature:** 8/1/04**Residence: (City)**Delray Beach,**(State/Country)** FL**Post Office Address:**1730 South Federal Highway, Delray Beach FL